

Message Text

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ACTION EUR-12

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 9547

USDOC WASHDC PRIORITY

INFO AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 6780

USDOC PASS TO PETER B. FIELD, OIM/BIC/DIBA

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: USDOC CATALOG EXHIBITION AT HET INSTRUMENT, AMSTERDAM

REF: (A) THE HAGUE 6638, (B) THE HAGUE 6571

1. HAD MEETING YESTERDAM WITH DIRECTOR OF HET INSTRUMENT. PRELIMINARY INFO ON 1977 EVENT FOLLOWS: GROSS EXHIBIT SPACE 70,000 SQUARE METERS: NET SPACE 24,000 SQUARE METERS: EXPECTED NUMBER OF VISITORS 45,000-50,000 INCREASE IN NUMBER OF PARTICIPATING FIRMS 25-50, REPRESENTING ABOUT 400 MANUFACTURERS: APPLICATIONS FOR SPACE BEING RECEIVED IN GOOD VOLUME.

2. AS IN PAST YEARS, BOOTHS OF PARTICIPANTS DIVIDED IN FIVE SECTIONS. FOUR MAIN ONES BY PREDOMINANT PRODUCTS (PERCENTAGE OF SOME 3,500 MANUFACTURERS EXPECTED TO BE REPRESENTED IN BRACKETS): (A) MEDICAL INSTRUMENTS (WP PERCENT) (B) LABORATORY, INCLUDING CLINICAL LABORATORY. INSTRUMENTS (30 PERCENT): (C) PROCESS CONTROL INSTRUMENTS (25 PERCENT): . OF COURSE THERE IS SOME OVERLAPPING IN CATEGORIES, PARTICULARLY IN LATTER TWO. ALONG THE MAIN AISLES WILL BE PLACED BOOTHS OF PARTICIPANTS WITH BALANCED RANGE IN MORE THAN ONE CATEGORY. DIRECTOR OF HET INSTRUMENT PROMISED BEST EFFORT TO GIVE US SPACE IN CENTRAL LOCATION OF LATTER AREA.

3. AIRMAILING TO CMM FIELD COPIES OF 1977 BROCHURES AND 1975 CATALOG. IN LATTER WILL BE FOUND MAP OF EXHIBITION AREA.

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ALSO IN IT ARE LISTED SOME 2,000 PRODUCTS EXHIBITED (PAGES 6-115), SOME 3,000 EXHIBITING MANUFACTURERS IN ALPHABE-

TICAL ORDER (PAGES 119-171), AND FINALLY LIST OF PARTICIPATING MANUFACTURERS AND THEIR PRODUCTS (PAGES 175-316). USDFUL TO KNOW THAT 896 AMERICAN COMPANIES, OR ABOUT 30 PERCENT OF TOTAL, WERE REPRESENTED THROUGH DUTCH AGENTS OR SUBSIDIARIES IN 1975 EVENT.

4. HET INSTRUMEN IS UNIQUE IN THAT IT NOT LIMITED TO SINGLE SECTOR. WHILE WE ARE AWARE USDOC PROCUREMENT PLANS INCLUDE CONTACTING AMERICAN COMPANIES IN SEVERAL SIC NUMBERS, WE BELIEVE MANUFACTURERS IN FOLLOWING EIGHT 4-DIGIT SIC NUMBERS SHOULD FIND HET INSTRUMENT EXCELLENT TOOL TO PENETRATE EUROPEAN MARKET: 3693, 3811 WITH EMPHASIS ON 38112), 3822, 3823, 3825 3829, 3832, AND 3841. A REVIEW OF 1975 HET INSTRUMENT CATALOG (PARA 3 ABOVE) MAY HELP TO IDENTIFY UNIVERSES OF AMERICAN MANUFACTURERS TO BE CONTACTED.

5. USG PARTICIPATION IN 1977 HET INSTRUMENT WILL BE HANDLED BY EMBASSY IN COOPERATION WITH AMCONGEN ROTTERDAM. LATTER HAS COUNTRY-WIDE RESPONSIBILITY FOR PROCESS CONTROL INSTRUMENTS SECTOR. WE SUGGEST THAT ALL CATALOGS AND OTHER DOCUMENTS BE SENT TO FOLLOWING ADDRESS: COMMERCIAL SECTION, AMERICAN EMBASSY. APO NEW YORK 09159

6. DECEMBER 2 LETTER FROM HET INSTRUMENT DIRECTOR CONFIRMING BOARD APPROVAL OF CO-SPONSORSHIP OF USG BOOTH BY AMERICAN INSTRUMENT TRADE ASSOCIATION AND USDOC, AIRMAILED TO CMM FIELD. WHILE LETTER MENTIONED SPECIFICALLY INSTRUMENT SOCIETY OF AMERICA, OTHER SIMILAR ASSOCIATIONS WOULD BE ACCEPTABLE.

7. ACTION REQUESTED: TO ENSURE U.S. PARTICIPATION IN DESIRABLE LOCATION IN 1977 HET INSTRUMENT, WE NEED URGENT WASHINGTON AUTHORIZATION TO RESERVE SPACE.
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